Exhibit E

The Wayback Machine - https://web.archive.org/web/20140911091320/http://datacards.listservices.com/market;jsessionid=982BEB64CB3106F77E…

Mailing Lists from List Services

Back to listservices.com

Refine search | New Search   Request More Information | Print | Email

Publishers Clearing House

The PCH Modeling Masterfile uses selected enhancement data and PCH's house variables as predictors to create the models. By identifying your best customers with their unique characteristics, and matching them to PCH's customers, you can significantly increase responses.

For more information please contact John Brady by calling (203) 791-4191 or emailing jbrady@listservices.com

SEGMENTS		PRICE
4,607,577	TOTAL UNIVERSE / BASE RATE	$100.00/M
	Scoring fee	+ $25.00/M

DESCRIPTION

The Publishers Clearing House Modeling Database uses selected enhanced data and PCH's house variables as predictors to create the model. By identifying a mailer's best customers, their unique characteristics and matching them to PCH's customers, mailers can increase response and mail deeper into PCH's files.

Three Types of Models available include:

1. Mailed Cross-Sample Model
   - Qualified cross-section of PCH universe is mailed, preferably based on analysis of mailers past campaigns or best customers.
   - Snapshot of PCH Database is retained.
   - When enough time has elapsed to measure profitable response, a model is developed too predict it.
   - Requires 6 weeks once sample is mature.

2. Historical Mail Match Model
   - Names mailed and response information is sent from mailer's past prospecting campaigns (at least 500,000 mailed names).
   - Model is constructed by matching against PCH Database and differentiating profitable vs. unprofitable names.
   - PCH names (if any) must be identified.
   - Requires 6 weeks from the time historical data is received.

ID NUMBER	
NextMark	**279809**
82067	
UNIVERSE	
4,607,577	
LIST TYPE	
Consumer	📧 mail
SOURCE	
Direct mail sold	
PERMISSION LEVEL	
LIST MAINTENANCE	
Counts through	**12/31/2014**
Last update	**06/30/2014**
Next update	**12/31/2014**
SELECTS	
Profile/Demographics	
GEOGRAPHY	
Domestic (US)	
UNIT OF SALE INFORMATION	
Average:	**$30**
GENDER PROFILE	
Male:	**30%**
Female:	**70%**
AVERAGE INCOME	
Dollar:	**$55,000**
MINIMUM ORDER	
Quantity:	**50,000**
Dollar:	**$**
NET NAME ARRANGEMENTS	

Mailing List: Publishers Clearing House Modeling Masterfile by List Services Corp.

Case 2:22-cv-11389-DPH-EAS ECF No. 22-6, PageID.1284 Filed 11/08/22 Page 3 of 3

11/7/22, 12:46 PM

3. Best Customer Match Model (AKA Look-a-Like or Profile)
   - Mailer provides at least 200,000 top customers.
   - Model is constructed by matching against PCH Database and differentiating matches and non-matches.
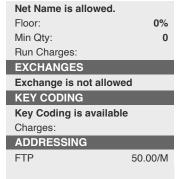   - Requires 6 weeks from the time samples are received.

Profile/Demographics:
Average Age Range: 55-65
Average income: $55,000
Source: 100% direct mail sold
83% own a home
40% have children in the household
63% donate to charities
90% have a credit card
81% have traveled in the past year

Net Name is allowed.	
Floor:	**0%**
Min Qty:	**0**
Run Charges:	
EXCHANGES	
Exchange is not allowed	
KEY CODING	
Key Coding is available	
Charges:	
ADDRESSING	
FTP	50.00/M

ADDITIONAL NOTES

CONTACTS

NAME	ROLE	EMAIL	PHONE	FAX
★ John Brady	Assistant Vice President	jbrady@listservices.com	(203) 791-4191	

★ = Primary contact

Terms of Use

mailing lists powered by **NextMark**